

## REMARKS

Please cancel Claim 2 without prejudice. Claims 1, 5-8, 10, 12-15, 17 and 19 are pending. Claims 1, 8 and 15 are amended herein. Support for the claim amendments can be found at least on page 14, lines 18-25, of the instant specification.

### Statement of Common Ownership

The Examiner is respectfully directed to MPEP 706.02(I)(1) and MPEP 706.02(I)(2).

The instant application Serial No. 09/915,110 and the cited prior art reference U.S. Patent No. 6,349,263 (Green et al.) were, at the time the invention of the instant application was made, subject to an obligation of assignment to the same assignee.

### 103 Rejections

The instant Office Action states that Claims 1, 5-8, 10, 12-15, 17 and 19 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Cohen (U.S. Patent No. 6,060,993) in view of Green et al. ("Green;" U.S. Patent No. 6,349,263).

Applicant respectfully agrees with the statement in the instant Office Action that Cohen does not disclose the use of an integrated position and direction system comprising a digital compass and a satellite positioning system, as recited in independent Claims 1, 8 and 15. Applicant respectfully submits that Green is disqualified as prior art because the instant application and Green were, at the time the invention of the instant application was made, subject to an obligation of

assignment to the same assignee. As such, Applicant respectfully submits that the rejection of Claims 1, 5-8, 10, 12-15, 17 and 19 under 35 U.S.C. § 103(a) using Cohen and Green is traversed.

The instant Office Action states that Claims 1, 5-8, 10, 12-15, 17 and 19 are also rejected under 35 U.S.C. § 103(a) as being unpatentable over Cohen in view of Löffert et al. ("Löffert," U.S. Patent No. 6,308,133). The Applicant has reviewed the cited references and respectfully submits that the present invention as recited in Claims 1, 5-8, 10, 12-15, 17 and 19 is neither anticipated nor rendered obvious by Cohen and Löffert, alone or in combination.

Independent Claim 1 recites that an embodiment of the present invention is directed to a "vehicle comprising ... an integrated position and direction system that resides on board said vehicle and that is adapted to determine a position and a direction of travel of said vehicle, said integrated position and direction system comprising: a digital compass adapted to determine said direction of travel using Global Positioning System (GPS) information; a satellite positioning system adapted to determine said position using said GPS information, said satellite positioning system comprising an antenna, a receiver and a processor; memory comprising a direction program comprising instructions that control operations of said integrated position and direction system; memory comprising a content targeter comprising instructions that control selection of an item of content based on said position and said direction of travel; and a controller coupled to said digital compass and to said satellite positioning system." Claims 5-7 are dependent on Claim 1 and recite additional limitations.

Independent Claim 8 recites that an embodiment of the present invention is directed to a "method comprising ... determining a position and a direction of travel of a mobile vehicle using an integrated position and direction determination system that resides on board said vehicle and that analyzes satellite-broadcast position determining signals, wherein said integrated position and direction determination system comprises a digital compass for determining said direction of travel using said satellite-broadcast position determining signals, memory comprising instructions that control operations of said integrated position and direction system, memory comprising instructions that control selection of an item of content based on said position and said direction of travel, and a satellite positioning system for determining said position using said satellite-broadcast position determining signals, said satellite positioning system comprising an antenna, a receiver and a processor." Claims 10 and 12-14 are dependent on Claim 8 and recite additional limitations.

Independent Claim 15 recites that an embodiment of the present invention is directed to a "method comprising ... selecting an item of said content according to both a position and a direction of travel of said mobile vehicle ..., said position and said direction of travel determined using an integrated position and direction determination system that resides on board said vehicle and that analyzes satellite-broadcast position determining signals, wherein said integrated position and direction determination system comprises a digital compass for determining said direction of travel using said satellite-broadcast position determining signals, memory comprising instructions that control operations of said integrated position and direction system, memory comprising instructions that control selection of an item of content based on said position and said direction of

travel, and a satellite positioning system for determining said position using said satellite-broadcast position determining signals, said satellite positioning system comprising an antenna, a receiver and a processor.” Claims 17 and 19 are dependent on Claim 15 and recite additional limitations.

Applicant respectfully agrees with the statement in the instant Office Action that Cohen does not disclose the use of an integrated position and direction system comprising a digital compass and a satellite positioning system, as recited in independent Claims 1, 8 and 15. Applicant respectfully submits that Cohen and Löffert, alone or in combination, do not show or suggest an integrated position direction and direction determination system that includes the particular set and arrangement of elements recited in independent Claims 1, 8 and 15. As such, Applicant respectfully submits that the rejection of Claims 1, 5-8, 10, 12-15, 17 and 19 under 35 U.S.C. § 103(a) using Cohen and Löffert is traversed.

The instant Office Action states that Claims 1, 5-8, 10, 12-15, 17 and 19 are alternatively rejected under 35 U.S.C. § 103(a) as being unpatentable over Berstis et al. (“Berstis;” U.S. Patent No. 6,442,473) in view of Green.

Applicant respectfully agrees with the statement in the instant Office Action that Berstis does not describe an integrated position and direction system, as recited in independent Claims 1, 8 and 15. Applicant respectfully submits that Green is disqualified as prior art because the instant application and Green were, at the time the invention of the instant application was made, subject to an obligation of assignment to the same assignee. As such, Applicant respectfully

submits that the rejection of Claims 1, 5-8, 10, 12-15, 17 and 19 under 35 U.S.C. § 103(a) using Berstis and Green is traversed.

The instant Office Action states that Claims 1, 5-8, 10, 12-15, 17 and 19 are alternatively rejected under 35 U.S.C. § 103(a) as being unpatentable over Berstis in view of Löffert. The Applicant has reviewed the cited references and respectfully submits that the present invention as recited in Claims 1, 5-8, 10, 12-15, 17 and 19 is neither anticipated nor rendered obvious by Berstis and Löffert, alone or in combination.

Applicant respectfully agrees with the statement in the instant Office Action that Berstis does not describe an integrated position and direction system, as recited in independent Claims 1, 8 and 15. Applicant respectfully submits that Berstis and Löffert, alone or in combination, do not show or suggest an integrated position direction and direction determination system that includes the particular set and arrangement of elements recited in independent Claims 1, 8 and 15. As such, Applicant respectfully submits that the rejection of Claims 1, 5-8, 10, 12-15, 17 and 19 under 35 U.S.C. § 103(a) using Berstis and Löffert is traversed.

### Conclusions

In light of the above remarks, reconsideration of the rejected claims is respectfully requested.

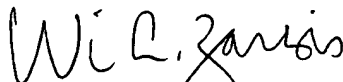
Based on the arguments presented above, it is respectfully asserted that Claims 1, 5-8, 10, 12-15, 17 and 19 overcome the rejections of record and, therefore, allowance of these claims is respectfully solicited.

The Applicant has reviewed the references cited but not relied upon. The Applicant did not find these references to show or suggest the present claimed invention: U.S. Patent Nos. 6,127,969, 6,163,751, and 6,529,827; and U.S. Patent Application Publication Nos. 2002/0006800 and 2002/0032035. Applicant respectfully notes that the following references were, at the time the invention of the instant application was made, subject to an obligation of assignment to the same assignee: U.S. Patent Nos. 6,430,505, 6,529,827 and 6,587,788.

The Examiner is invited to contact Applicant's undersigned representative if the Examiner believes such action would expedite resolution of the present Application.

Respectfully submitted,  
WAGNER, MURABITO & HAO LLP

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\_\_\_\_\_  
William A. Zarbis  
Reg. No. 46,120

Two North Market Street  
Third Floor  
San Jose, California 95113  
(408) 938-9060